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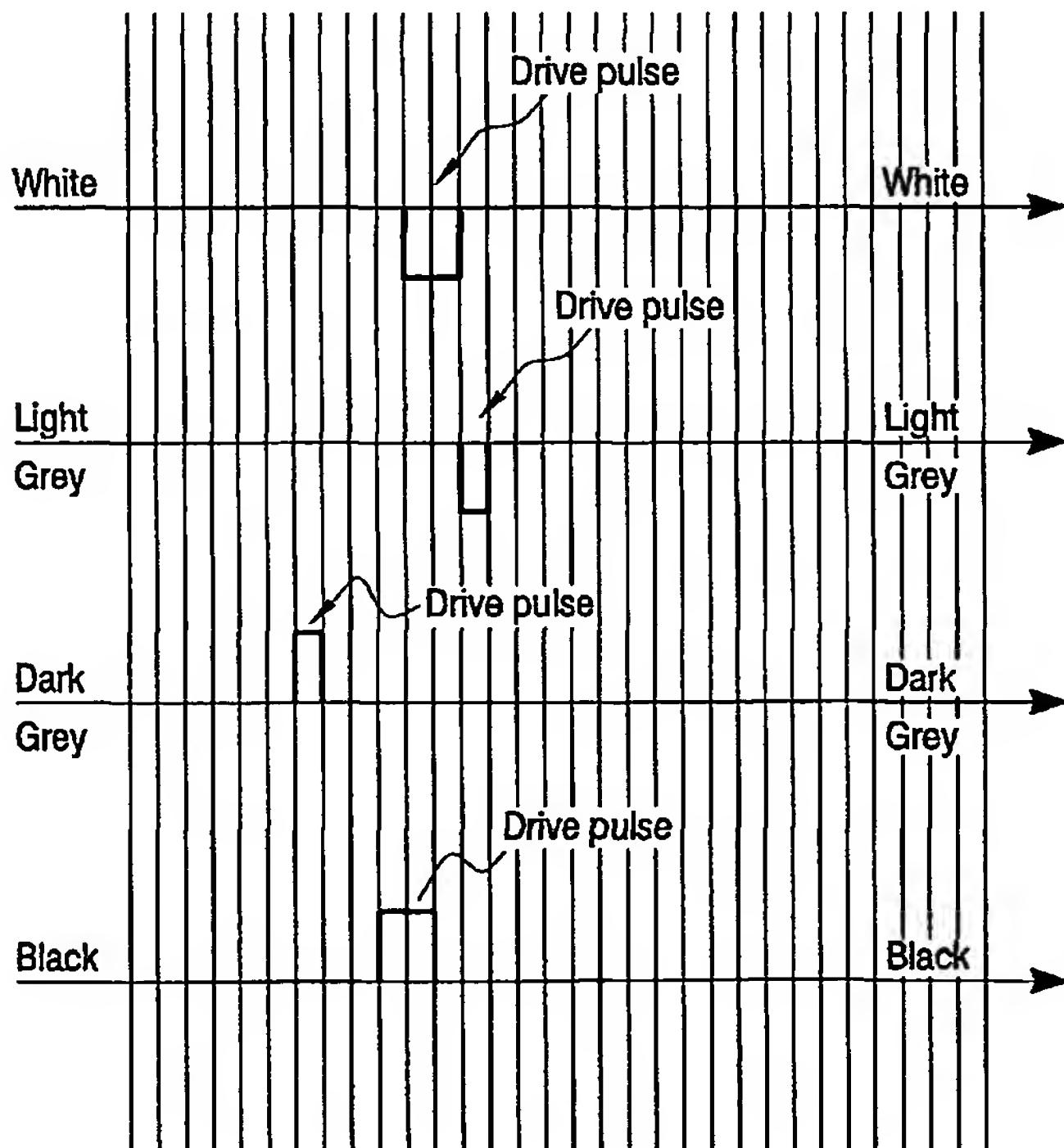
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(54) Title: METHOD AND APPARATUS FOR DRIVING AN ELECTROPHORETIC DISPLAY DEVICE WITH REDUCED IMAGE RETENTION



(57) Abstract: A method and apparatus for driving an electrophoretic display device with reduced image retention. Image transitions in respect of all pixels are performed during each image update, irrespective of whether the optical state of a pixel is required to change or not. Thus, pixels without substantial optical state change between a first image update period and a subsequent image update period are forced to update during the subsequent image update period. The drive waveforms, in particular those to be applied for updating pixels without substantial optical state change, are preferably configured such that the net DC voltage is substantially zero after every single image transition.

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